

op5 Partner Program

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Introduction

This document explains how op5 work with partners, the different partner types, the business model and the support that op5 provide to its business partners.

How to become an op5 Partner

Please complete and submit the application form to partner@op5.com

Partner types

The op5 Partner Program supports five types of partners; op5 Professional Partner, op5 Resellers, op5 Solution Partner, op5 Services Partner and Technical Partners.

op5 Professional Partners

A Professional Partner has focus on sales and technical commitments on the partners local market . Professional Partners are strategic partners to op5 and are expected to account for the majority of op5 channel sales. op5 should be a priority vendor to the partner and constitute a substantial part of the partner's total budget. Management and monitoring is a natural and important part of the partner's business.

Key roles such as management, sales, marketing, technology and support are defined and have established contacts within op5. op5 market activities are planned in direct cooperation with the Professional Partner marketing department.

Business models

A Professional Partner has the possibility to choose between several business models.

- Resell op5products as a single software or packaged solution
- Selling services based on a central op5 systems, such as a Noc system.

Relationship

op5 regional sales dedicated to the partner has an ongoing with the professional partner. op5 Presale Engineers interact with partners presale representative. op5 support interact direct with the partners

op5 support manager.

Marketing

We believe that the professional partner is expert on the local market and that shared market activities are efficient to generate leads and new business. op5 offer professional partners a yearly market fund based on performance and set targets. The professional partner will benefit from op5s "lead factory" and routines for lead routines.

Reporting

The partners commitment with a strategic focus on op5 sales from management, marketing and operation with the aim to reach both existing and new customers.

The sales budget and numbers need to be continuously reported and the partner is expected to provide monthly forecast sales report. Information on open business opportunities and interesting leads is shared between op5 and the partner to ensure transparency and optimum resource allocation.

Customer support

The Partner will need at least two sales representatives certified at op5, two certified op5 consultants and be able to provide customers and its market with first line support.

Partner fee

Professional Partners will pay an annual fee for the support and services provided by op5. The fee is 1.200 € per year and will be invoiced yearly in advance.

op5 Reseller

Being a Reseller gives the ability to resell op5 products with a margin or kickback. op5 products are a part of the total offering of op5 Resellers portfolio. Reseller do not have op5 as priority products and commitments are lower than Professional Partner. Reseller offers op5 products and associated services in their territory and has access to support from op5 regional sales and presale if needed.

op5 will market resellers at op5 Partner web and can contribute with market founding and/or resources at partners op5 related activities.

A reseller is expected to market sell op5s products and services to existing and new customers on the partners local market and to publicly market op5 as a partner on the partners website. Resellers has no requirement for 1st line support or dedicated consultants. Resellers can benefit from using op5 Services Partners for installations and other consultancy work. op5 requires the partner to dedicate at least one sales or product manager.

op5 Solution Partner

Solution Partner sell op5 products bundled or packaged in as a part of a solution or service with a value added offer to a customer or product segment. A Solution Partner is responsible to provide customer support for the provided solution and packaging.. Solution Partners is free to market and sell the solution via op5 partner network to add extra value to another op5 partner.

op5 Services Partner

op5 Services Partners are a network of highly skilled consultants with long experience from op5 products and working with Linux / Unix, Nagios and open source products. op5 Services Partners have high competence and can provide support to op5 users and partners.

A Services Partner is expected to provide implementation and/or training services. Services Partner can choose to only act as subcontractor or to have direct commercial agreements with the customers.

Services Partners will pay a kickback per op5 related worked hour for the support and services provided by op5.

op5 Technical Partner

op5 has development partnerships with leading vendors in order to increase the customer values to provide detailed monitoring. These types of partnerships often involve different types of system integrations and/or interoperability.

Planning and reporting

When signing the partner agreement, and then in January every year, the Partner and op5 will prepare a business plan specifying the partners market, salestarget and budget, target segments, marketing activities, staffing and partner training requirements.

Commitment

PSP – Professional Partner

TP – Technical Partner

SOL – Solution Partner

SP – Services Partner

RE – Reseller

Partner Type	PP	RE	SOL	SP	TP
	op5 COMMITMENT				
Marketing					
Listing on op5s homepage	✓	✓	✓	✓	✓
Joint Lead Gen Activities	✓		✓		✓
Branded Product Sheets			✓		✓
Product Sheets	✓		✓		✓
Marketing and Sales Workshop x 2/Y	✓				
Sales					
Dedicated op5 Sales	✓				
op5 Sales support	✓	✓	✓		
Dedicated sales support	✓				
Product shipment	✓	✓	✓		
1 st level Presales Support (teledemo)	✓	✓	✓		
2 nd level Presales Support	✓				
Sales and Presales training	✓	✓	✓		
Sales Presentations	✓	✓	✓		
Central services/noc sales	✓		✓		
Post Sales Activities					
Product Implementation	✓			✓	
Technical Training	✓		✓	✓	
Access to op5 Support	✓		✓	✓	
1 st level Customer Support	✓				
2 nd level Customer Support	✓				
Access to op5 Partner portal	✓	✓	✓	✓	
op5 Partner Products Licenses	✓		✓	✓	
PARTNER COMMITMENT					
op5 listed on partner's homepage	✓	✓	✓	✓	✓
Meet agreed sales target	✓	✓	✓		
Execute activities according to agreed marketing and sales plan	✓				
Submit monthly forecast	✓				

op5 Dedicated Sales Rep(s)	✓	✓			
op5 Presales Capabilities	✓		✓		
Internal op5 System in Operation	✓		✓		
Provide 1 st line Customer Support	✓		✓		
op5 certified consultant x 2	✓		✓	✓	
Attend relevant training	✓	✓	✓	✓	

Partner Training and Skills

In order get the most out of the partnership with op5 the Partner is required to take the relevant training courses and certifications. The table below describes which training applies to respective partner type.

C= Compulsory; O= Optional; N/A= Not Applicable

op5 Training	PP	RE	SOL	SP	TP
½ day Sales Training	C	C	C	N/A	O
½ day Presales Training (technical)	C	O	O	N/A	O
2 day + 2 day Technical Certification (customization, scripting etc.)	C	O	C	C	O
1 day Business Partner Technical Workshop	C	O	C	C	O

op5 Certification

Certification entails the following steps:

- Basic LAMP competence
- Completion of IA 3d Nagio's course or comparable competence
- Completion of op5's basic course
- Completion of op5's advanced course
- Taken part in op5's partner workshop
- Taken part with an op5 consultant at an installation
- Carrying out an op5 Monitor installation single-handedly
- Feedback from a customer that an installation has been successfully carried out
- Assessed as certified or additional training required
- **op5 certified**

Available Business Model

op5 is using a subscription based pricing model where the customer pays a monthly fee that includes the right to use the software (see op5 Terms and Conditions), Customer Support and free access to new releases and updates of the software products and access to the op5 support.

The reseller model

Partners will sign subscription or purchase contracts with its customers and op5 on the partners local market. The price is set by the partner. The partner will get the op5 products with a discounted fee. The discount is calculated based on the Supplier's total order value, i.e the total subscription value according to the Supplier's most current listed subscription fees. An example: a listed subscription fee of €1000 / month for 36 months gives a total of €36.000. op5 will invoice the discounted subscription/purchase fees yearly in advance, such invoice is to be paid within 30 days from the date of invoice.

Software as a Service Model (SaaS)

Professional Partners and Solution Partners can use op5 products to offer monitoring as a service. op5 will invoice the Partner the fee per product and number of active host (see table below) per month.

op5 product	Price/Node and Month
op5 Monitor & Statistics	9 €
op5 Statistics	2 €
op5 Log Server	8 €

The Partner has the possibility to sign a subcontract based on 12, 24 or 36 months for a fixed number of hosts according to the general subscription pricelist in order to offer customers services based on op5 products.

op5 Partner Support

op5' aims to equip the partner with the knowledge and skills needed to be as productive and successful as possible. Most of the support from op5 is free and included in the yearly partnerfee. The partner is however required to invest the necessary time to prepare for, and attend the required training. All training take place in Stockholm, Sweden. In case of onsite training the related expenses are paid by the partner.

For international partners who are unable to attend the trainings in Stockholm, we offer free remote trainings.

Provided by op5	PP	RE	SOL	SP	TP
Sales training	Free	Free	Free	N/A	Free
Presales training	Free	Free	Free	N/A	Free
Technical Certification*	Free	Discount**	Dicount**	Discount**	N/A
Sales Support	Free	Free	Free	Free	Free
Pre-Sales Support	Free	Free	Free	Free	Free
Customer Training	See Price List	See Pricelist	See Price List	N/A	N/A
Access to op5 Support	Free	Free	Free	Free	N/A

*op5 offer Professional Partner four (4) days of included technical training per year. Additional trainings days and participates will be charged 50% of current training fee's.

**op5 offer Resellers, Solution and Services Partner 50 % discount of current training fee's for technical for partners consultants.

Partner contact

Christina Johansson, op5 Partner Manager

E-mail: christina.johansson@op5.com

Phone: +46 733 709027